



**KSAZ**  
**511 W. Adams Street**  
**Phoenix, AZ 85003**  
**(602) 257-1234**

# CONTRACT

<u>Contract / Revision</u> 4076821 /		<u>Alt Order #</u> Political Issue
<u>Product</u> Issue		
<u>Contract Dates</u> 09/27/12 - 10/03/12	<u>Estimate #</u> 1879	
<u>Advertiser</u> Vote Vets Action Fund		<u>Original Date / Revision</u> 09/26/12 / 09/26/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSAZ	<u>Account Executive</u> Chris Johnson	<u>Sales Office</u> FSS Philadelphia
<u>Special Handling</u>		
<u>Demographic</u> Adults 25+		
<u>IDB#</u>	<u>Advertiser Code</u> 97	<u>Product Code</u> 103
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Waterfront Strategies**  
**Attention: Spencer Wood**  
**1010 Wisconsin Ave**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KSAZ	09/27/12	09/28/12	M-F 5a-530a	5a-530a		:30			NM	2	\$1,000.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	---TF--				2	\$500.00			
N 2	KSAZ	09/27/12	09/28/12	M-F 530a-6a	530a-6a		:30			NM	2	\$1,000.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	---TF--				2	\$500.00			
N 3	KSAZ	09/27/12	09/28/12	M-F 6a-7a News	6a-7a		:30			NM	1	\$850.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	---TF--				1	\$850.00			
N 4	KSAZ	09/27/12	09/28/12	M-F 7a-8a News	7a-8a		:30			NM	1	\$850.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	---TF--				1	\$850.00			
N 5	KSAZ	09/27/12	09/28/12	M-F 8a-9a News	8a-9a		:30			NM	3	\$1,950.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	---TF--				3	\$650.00			
N 6	KSAZ	09/29/12	09/29/12	Sa 8a-9a News	8a-9a		:30			NM	1	\$375.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-----S-				1	\$375.00			
N 7	KSAZ	09/27/12	09/28/12	M-F 12p-1230p Noon News	12p-1230p		:30			NM	2	\$800.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	---TF--				2	\$400.00			
N 8	KSAZ	09/27/12	09/28/12	M-F 3p-4p	3p-4p		:30			NM	2	\$500.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	---TF--				2	\$250.00			
N 9	KSAZ	09/27/12	09/28/12	M-F 430p-5p	430p-5p		:30			NM	2	\$1,400.00
		Political Issue										

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<u>Estimate #</u> 1879		
<u>Advertiser</u> Vote Vets Action Fund		<u>Original Date / Revision</u> 09/26/12 / 09/26/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---TF--				2	\$700.00			
N 10	KSAZ	09/29/12	09/29/12	Sa 3p-4p	3p-4p		:30			NM	1	\$250.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$250.00			
N 11	KSAZ	09/29/12	09/29/12	Sa 4p-5p	4p-5p		:30			NM	1	\$400.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$400.00			
N 12	KSAZ	09/27/12	09/28/12	M-F 630p-7p	630p-7p		:30			NM	1	\$1,200.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---TF--				1	\$1,200.00			
N 13	KSAZ	09/27/12	09/28/12	M-F 10p-1030p News	10p-1030p		:30			NM	2	\$2,200.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---TF--				2	\$1,100.00			
N 14	KSAZ	09/30/12	09/30/12	Su 1030p-11p	1030p-11p		:30			NM	1	\$500.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$500.00			
N 15	KSAZ	10/01/12	10/03/12	M-F 5a-530a	5a-530a		:30			NM	1	\$500.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTW----				1	\$500.00			
N 16	KSAZ	10/01/12	10/03/12	M-F 530a-6a	530a-6a		:30			NM	1	\$500.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTW----				1	\$500.00			
N 17	KSAZ	10/01/12	10/03/12	M-F 6a-7a News	6a-7a		:30			NM	1	\$850.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTW----				1	\$850.00			
N 18	KSAZ	10/01/12	10/03/12	M-F 8a-9a News	8a-9a		:30			NM	2	\$1,300.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTW----				2	\$650.00			
N 19	KSAZ	10/01/12	10/03/12	M-F 630p-7p	630p-7p		:30			NM	1	\$1,200.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTW----				1	\$1,200.00			
N 20	KSAZ	09/27/12	09/28/12	M-F 9a-10a News	9a-10a		:30			NM	1	\$375.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---TF--				1	\$375.00			
Totals											29	\$18,000.00

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09/27/12 - 10/03/12	Issue	1879

<u>Advertiser</u>	<u>Original Date / Revision</u>
Vote Vets Action Fund	09/26/12 / 09/26/12

\*Tax 1 Note: Phoenix City Sales Tax 0.5%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
08/27/12 - 09/30/12	23	\$13,650.00	\$11,602.50	\$58.01	\$11,660.51
10/01/12 - 10/03/12	6	\$4,350.00	\$3,697.50	\$18.49	\$3,715.99
<b>Totals</b>	<b>29</b>	<b>\$18,000.00</b>	<b>\$15,300.00</b>	<b>\$76.50</b>	<b>\$15,376.50</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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